

What is claimed is:

1. An insert-molded article, comprising a film having transparency, a thermosoftening decorative print layer printed by use of a crosslinking printing ink on the backside of said film for the purpose of visual observation from the front surface side of said film, a binder layer printed on said thermosoftening decorative print layer by use of a low-crosslinking printing ink or a non-crosslinking printing ink, and a resin molded by injection on said binder layer.
2. The insert-molded article according to claim 1, wherein said thermosoftening decorative print layer contains as the resin component a crosslinked polyester resin.
3. An insert-molded article, wherein said binder layer contains as the resin component a low-crosslinking resin component that has a crosslinking degree lower than the crosslinking degree of the resin component constituting the thermosoftening decorative print layer according to claim 1.
4. An insert-molded article, wherein said binder layer contains as the resin component a low-crosslinking resin component that has a crosslinking degree lower than the crosslinking degree of the resin component constituting the thermosoftening decorative print layer according to claim 2.

5. The insert-molded article according to claim 1, wherein said binder layer contains as the resin component one or more types of resins selected from vinyl chloride (co) polymer, (meth) acrylic resin and polyester resin.

6. The insert-molded article according to claim 2, wherein said binder layer contains as the resin component one or more types of resins selected from vinyl chloride (co) polymer, (meth) acrylic resin and polyester resin.

7. The insert-molded article according to claim 1, wherein said binder layer has transparency.

8. The insert-molded article according to claim 2, wherein said binder layer has transparency.

9. The insert-molded article according to claim 3, wherein said binder layer has transparency.

10. The insert-molded article according to claim 4, wherein said binder layer has transparency.

11. The insert-molded article according to claim 5, wherein said binder layer has transparency.

12. The insert-molded article according to claim 6, wherein said binder layer has transparency.

13. A production method of the insert-molded article, comprising: a first printing step of forming the thermosoftening decorative print layer, for the purpose of visual observation from the front surface side of a film having transparency, by making printing on the backside of said film by use of a crosslinking printing ink; a second printing step of forming the binder layer by making printing on said thermosoftening decorative print layer by use of the low-crosslinking printing ink or the non-crosslinking printing ink; a forming step of processing the film, on which said thermosoftening decorative print layer and binder layer are formed by these printing steps, into a predetermined surface shape of the molded article; and an injection-molding step of fixing the film having said shape processed by the forming step to a mold with said thermosoftening decorative print layer facing the inside, injecting a melted resin to the side portion of said binder layer in said mold, and integrating the injected resin and said film.

14. The production method of the insert-molded article according to claim 13, wherein the low-crosslinking printing ink or the non-crosslinking printing ink, printed on said thermosoftening decorative print layer, has transparency.

15. An ink for use in production of the insert-molded article, which is the crosslinking printing ink for use in formation of said thermosoftening decorative print layer or the

low-crosslinking printing ink for use in formation of said binder layer, used in the production method of the insert-molded article according to claim 13, wherein the ink is a two-liquid ink comprising an ink component containing as the resin component a polyester resin having hydroxy groups and a crosslinking agent component containing as the crosslinking agent a multifunctional isocyanate compound.

16. An ink for use in production of the insert-molded article, which is the non-crosslinking printing ink for use in said binder layer used in the production method of the insert-molded article according to claim 13, wherein the ink contains at least one or more types of resins selected from vinyl chloride (co) polymer, (meth) acrylic resin and polyester resin.